commodore

Computer Systems Group
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COMMODORE INTERNATIONAL MANAGEMENT PROFILES

JACK TRAMIEL, Founder and Chief Executive. Tramiel emigrated to this country immediately following World War II and launched his career with a small typewriter repair business in Brooklyn. His visionary grasp of marketable technology led him into the manufacture of adding machines in the 1960s. His was the first company to mass market a hand-held electronic computer priced under $100 in the Seventies.

Under his direction, Commodore acquired in 1976 two leading semiconductor manufacturers, MOS Technology and Frontier Electronics. With the acquisition of the 6502 and other innovative microprocessors, Commodore became a vertically integrated manufacturer. Its first computer, the PET, was introduced in 1977. Tramiel's farsightedness has catapulted Commodore into the ranks of the three largest microcomputer manufacturers in the world.

Commodore offers the only complete line of personal, educational and business computers in the industry.

LEON HARRIS, President, Personal Computer Division. As President of the Personal Computer Division, Harris's responsibilities cover planning, production and marketing of Commodore's business, educational and personal computer

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products. Harris has more than 22 years of marketings experience with educational and business products. Before joining Commodore, Harris was Vice President and General Manager for Olivetti Corporation's Dealer Group.

KIT SPENCER, Vice President, Marketing. Spencer has been with Commodore International for eight years. Prior to his appointment as Vice President of Marketing for Commodore's national headquarters, Spencer was the General Manager of the company's United Kingdom Computer Division and concurrently was involved in European marketing.

A physicist by training, Spencer now is responsible for Marketing, Communications and Market Development.

FRANK WINTER, Manager, Education Systems, Commodore Business Machines, Ltd., Ontario, Canada. In his current post, Winter is responsible for introducing and supervising Commodore's educational programs throughout Canada. He was instrumental in the development of the company's public domain software project, from which the first 656 programs have been released by Commodore into the public domain. Prior to his Commodore appointment, Winter was the Dean of Instructional Development at Sheridan College, overseeing the installation of the institution's first microcomputers. He has 33 years of teaching experience.

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